THE LION'S ROARMANSHIP

A METRO-GOLDWYN-MAYER

PRESS BOOK

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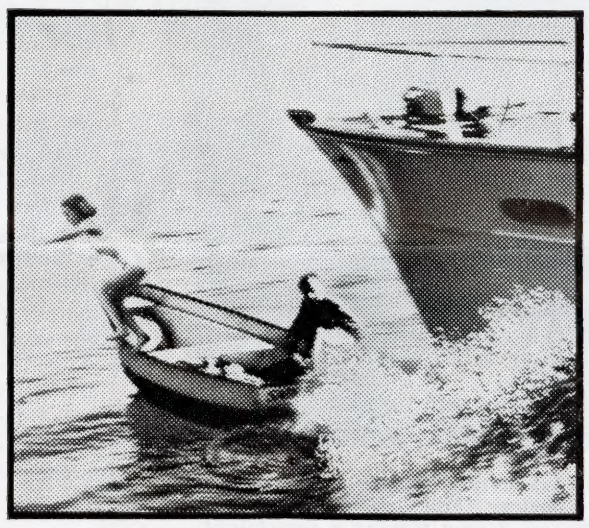
THE TRUTH ABOUT A VERY "EXCLUSIVE" PRIVATE SCHOOL

...WHERE ANYTHING GOES...EVEN MURDER!

The storekeeper's daughter!



In the path of the speeding killer-cruiser!

The midnight fight!

"The Three Brutes!"

METRO-GOLDWYN-MAYER Presents

MICKEY ROONEY · TERRY MOORE · DAN DURYEA

in AN ALBERT ZUGSMITH PRODUCTION

PLATINUM HIGH SCHOOL

Co-Starring **YVETTE MIMIEUX** · Introducing **CONWAY TWITTY**

Screen Play by ROBERT SMITH · Based On a Story by HOWARD BRESLIN · Directed by CHARLES HAAS · Produced by RED DOFF

ASSOCIATE FEATURE / THEATRE

Ad No. 406—500 Lines (4 Cols. x 125 Lines)

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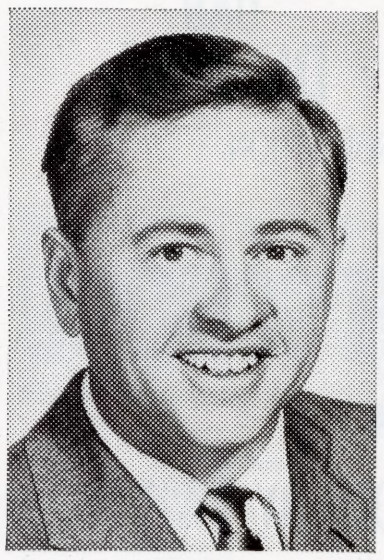
SCENES FROM "PLATINUM HIGH SCHOOL"

Mickey Rooney gets nowhere in questioning the alcoholic girl portrayed by Terry Moore in "Platinum High School," suspenseful drama of a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. The Metro-Goldwyn-Mayer release also stars Dan Duryea and Yvette Mimieux, and introduces Conway Twitty in a dramatic role.

Still 1762-24 **Platinum High School Mat 2-C**

Conway Twitty (left), making his motion picture debut, Jimmy Boyd and Harold Lloyd, Jr. portray three brutal students in "Platinum High School," powerful drama playing a searchlight on the practice of "hazing." Mickey Rooney plays a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. The Metro-Goldwyn-Mayer release also stars Terry Moore, Dan Duryea and Yvette Mimieux.

Still 1762-65 **Platinum High School Mat 2-D**



Versatile Mickey Rooney, who has played several "heavies" on the screen recently, returns to a sympathetic characterization in "Platinum High School," in which he is seen as a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. An Albert Zugsmith Production for Metro-Goldwyn-Mayer, the suspenseful picture also stars Terry Moore, Dan Duryea and Yvette Mimieux, and introduces Conway Twitty in a dramatic role.

Still 1739-55
Platinum High School Mat 1-A

Terry Moore has a powerful emotional role in "Platinum High School," in which she stars with Mickey Rooney, Dan Duryea and Yvette Mimieux. Playing a searchlight on the practice of "hazing," the story tells of a young father who encounters hostility and threats on his life when he investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. It is a Metro-Goldwyn-Mayer release.

Still 1762-82
Platinum High School Mat 1-D

MICKEY ROONEY, TERRY MOORE, DAN DURYEA STAR IN MGM'S "PLATINUM HIGH SCHOOL"; FILM INTRODUCES CONWAY TWITTY

There is no let-up in either action or suspense in the forceful new Metro-Goldwyn-Mayer picture, "Platinum High School," which plays a dramatic searchlight on the brutality of "hazing" in American schools, focused on the public eye by deaths in college fraternities. Many schools have banned this dangerous ritual but only recently a campus hazing tragedy occurred which shocked the country.

It is just such a tragedy which forms the pivotal point in "Platinum High School," which has Mickey Rooney, Terry Moore and Dan Duryea in starring roles and introduces popular singer Conway Twitty in a straight dramatic role.

Co-starred are Warren Berlinger, Yvette Mimieux and another young singing idol, Jimmy Boyd, with the cast also featuring Richard Jaeckel, Jack Carr, Harold Lloyd, Jr., Christopher Dark and Elisha Cook, Jr.

The "platinum" high school of the picture is an exclusive military academy situated on Sabre Island off the California coast and attended by wealthy young delinquents who feel that their money puts them beyond the law. It is here that Steve Conway (Mickey Rooney) comes to investigate the death of his son, whom he has been told was killed in an accident.

He is received with hostility by the school's commandant, Major Kelly (Dan Duryea) and the latter's secretary-sweetheart, Jennifer Evans (Terry Moore); he is intimidated by the cadets' drill instructor (Christopher Dark) and the physical education head (Richard Jaeckel); attempts are made on his life by a trio of cadets known as "The Three Beasts"; and he is trapped into a three-against-one fight with rifles (this is one of the most savage fights yet depicted in films). Blocked at every turn in his quest to find out the truth about his son's death, Conway finally makes a startling discovery when he talks to his boy's former roommate (Warren Berlinger). What happens from here on leads to a stark climax in the shark-infested waters off Sabre Island, with the fate of Conway, Commandant Kelly and Jennifer Evans decided in a breathtaking chase in which Kelly, in a speedboat, tries to run down Conway after he has made his escape from the island in a small outboard motor boat.

"Platinum High School" was filmed largely on location at Catalina Island, with Charles Haas directing from Robert Smith's screen play, based on a story by Howard Breslin. An Albert Zugsmith Production for MGM, it was produced by Red Doff.

BRIEF SUMMARY

The dangerous practice of "hazing" in American schools, frequently headlined in newspaper stories, is given a dramatic expose in Metro-Goldwyn-Mayer's "Platinum High School," starring Mickey Rooney, Terry Moore and Dan Duryea, and introducing popular singer Conway Twitty in a straight dramatic role. Co-starred are Warren Berlinger, Yvette Mimieux and Jimmy Boyd.

The new picture is permeated with both suspense and fast action in its story of a father (Mickey Rooney) who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents, situated on a remote island.

Highlight scenes include a three-against-one fight with rifles (one of the most savage and realistic ever depicted on the screen) and the story's climax in which a speedboat attempts to run down the occupants of a small outboard motorboat in shark-infested waters.

An Albert Zugsmith Production for MGM, produced by Red Doff and directed by Charles Haas, "Platinum High School" was filmed largely on location at Catalina Island.

CAST

Steven Conway	Mickey Rooney
Jennifer Evans	Terry Moore
Major Redfern Kelly	Dan Duryea
Billy Jack Barnes	Conway Twitty
Crip Hastings	Warren Berlinger
Lorinda Nibley	Yvette Mimieux
Bud Starkweather	Jimmy Boyd
Hack Marlow	Richard Jaeckel
Joe Nibley	Jack Carr
Charley Boy Cable	Harold Lloyd, Jr.
Vince Perley	Christopher Dark
Harry Nesbit	Elisha Cook, Jr.

An Albert Zugsmith Production. Produced by Red Doff. Directed by Charles Haas. Screen Play by Robert Smith. Based on a story by Howard Breslin. Released by Metro-Goldwyn-Mayer.

YVETTE MIMIEUX WINS AWARDS HANDS-DOWN!

Yvette Mimieux, Metro-Goldwyn-Mayer's fast-rising starlet, currently appearing with Mickey Rooney and Terry Moore in "Platinum High School," is rapidly becoming Hollywood's "Award Queen."

In 1957, the blonde actress was named "Miss Harbor Day." 1958 brought her the title of "Los Angeles Art Directors' Queen." During the same year, she became "Los Angeles Boat Show Queen." In 1959, she was named "National Electric Week Queen" and Yvette's most recent title is "Hollywood Deb of the Year."

CATALINA ISLAND ONE OF THE STARS OF MGM'S "PLATINUM HIGH SCHOOL"

One of the most versatile performers in Hollywood history is Catalina Island.

Cast in many roles over several decades of filming, Catalina, off the California coast, has "played" the part of Pago-Pago, Barbados, the coast of Spain, even New England's Cape Cod. The island has such a variety of scenery that it assumed each locale with complete conviction. And just to prove how attractive it is without "make-up" and in its own right, on at least two occasions, Catalina has appeared as Catalina Island on the screen.

Currently it is seen as the dour and menacing Sabre Island in Metro-Goldwyn-Mayer's "Platinum High School," starring Mickey Rooney, Terry Moore and Dan Duryea. Rooney goes to the island as a young father investigating the hazing murder of his son at a school for wealthy delinquents. The last time he made a film at Catalina was in 1953. The island played itself and Rooney appeared as a rollicking, carefree bachelor sailor. *Tempus fugit.*

One of the pioneering movie location jaunts to Catalina Island was made in 1923, when Director Maurice Tourneur took silent picture stars Anna Q. Nilsson and Milton Sills there for scenes in "The Isle of Lost Ships," with Catalina impersonating the eerie shores of the Saragossa Sea. The following year, Catalina played itself under the direction of Cecil B. DeMille in "Feet of Clay," with Rod La Rocque and Vera Reynolds.

Director James Cruze needed pickup shots for the buffalo stampede in "The Covered Wagon" in 1923. Instead of treking back to the Southwest, he shipped J. Warren Kerrigan, Lois Wilson and a herd of buffalo to Catalina for a sequence. Cruze and the actors left when the scene was completed, but the animals remained and their offspring still roam the island.

The craggy coastline of the island impersonated Cape Cod in 1924 in "Women Who Give," starring Frank Keenan and Barbara Bedford. The same year, Catalina substituted for Barbados in the West Indies for "Captain Blood" which brought J. Warren Kerrigan back to the island, this time with Jean Paige.

Maurice Tourneur took Anita Stewart and Bert Lytell to Tahiti for "Never the Twain Shall Meet." But after the company's return to Hollywood, it was decided additional sequences were needed and Catalina graciously became the village of Papeete.

The island's coastline posed as the shore of Tripoli for "Old Ironsides," with Charles Farrell and Esther Ralston. It became Pago-Pago for Gloria Swanson's production of "Sadie Thompson."

One of the early "talkies" to be filmed at Catalina was "The Narrow Corner," starring Douglas Fairbanks, Jr. and Patricia Ellis, with a South Seas atoll locale. It became an island in the Dutch East Indies for "Typhoon" (Dorothy Lamour and Robert Preston); a French penal colony for "Condemned" (Ronald Colman and Ann Harding); the coastline of the Bay of Monaco for "My Past" (Bebe Daniels and Ben Lyon); Singapore for "Scarlet Seas" (Richard Barthelmess and Betty Compson).

Called upon to appear as the coast off Spain, Catalina obliged in "Blockade," starring Henry Fonda and Madeleine Carroll. It played the title role in "Treasure Island," with Wallace Beery aund Jackie Cooper, then switched to the role of Tahiti in "Mutiny on the Bounty," which starred Clark Gable, Charles Laughton and Franchot Tone.

Catalina Island has had as notable a film career as any glamour star. And it's been a longer career than most other "actors" can boast.

THE ADDITIONAL SCENE AND PLAYER MATS, SHOWN IN THE COMPLETE CAMPAIGN MAT ON ANOTHER PAGE, MAY BE ORDERED SINGLY.

$500,000 Shark Accident Insurance Policy!

Because of shark casualties off Pacific beaches, Producer Albert Zugsmith took out a $500,000 accident insurance policy on Mickey Rooney and Terry Moore during filming of Metro-Goldwyn-Mayer's "Platinum High School." The stars spent a week on scenes which had them swimming in deep waters off the California coast after a speedboat chase ends in disaster.

Statistics disclose that the temperature of the Pacific Ocean off California has risen ten degrees in recent years, with the result that man-eating sharks have been attracted to waters where they never before have appeared.

Tough Role For a Girl Who Doesn't Even Smoke

Terry Moore claims she faced the most difficult acting assignment of her career in Metro - Goldwyn - Mayer's "Platinum High School," in which she stars with Mickey Rooney and Dan Duryea.

Terry, a member of the Morman Church, who neither smokes nor drinks, portrays a chain-smoking, vodka-swigging girl in the new film.

"Producer Albert Zugsmith cooperated with me in respect to having my cigarettes for the film denicotinized," Terry explained, "and, of course, the vodka actually was water. As a consequence, when the cameras turned, I had to rely on sheer imagination!"

THE TRUTH ABOUT A VERY "EXCLUSIVE" PRIVATE SCHOOL

ANYTHING GOES... *even MURDER!*

M-G-M Presents
MICKEY ROONEY
TERRY MOORE · DAN DURYEA
in AN ALBERT ZUGSMITH PRODUCTION

PLATINUM HIGH SCHOOL

Co-Starring YVETTE MIMIEUX · Introducing CONWAY TWITTY

ASSOCIATE FEATURE / THEATRE

Ad No. 207—100 Lines (2 Cols. x 50 Lines)

WHAT GOES ON IN AN "EXCLUSIVE" PRIVATE SCHOOL?

To keep the kids out of jail... they keep them on a forbidden island! It's a rich kids' penitentiary... crawling with the rotten, spoiled of the whole country. Their parents pay 15,000 bucks a year

... and anything goes!

METRO-GOLDWYN-MAYER Presents
MICKEY ROONEY · TERRY MOORE · DAN DURYEA
in AN ALBERT ZUGSMITH PRODUCTION

PLATINUM HIGH SCHOOL

Co-Starring **YVETTE MIMIEUX** · Introducing CONWAY TWITTY

Screen Play by ROBERT SMITH · Based On a Story by HOWARD BRESLIN · Directed by CHARLES HAAS · Produced by RED DOFF

THEATRE

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EXPOSING THE TRUTH
about a Private School!

...WHERE ANYTHING GOES
...even MURDER!

M-G-M Presents
MICKEY ROONEY
TERRY MOORE
DAN DURYEA
in AN ALBERT ZUGSMITH PRODUCTION

PLATINUM HIGH SCHOOL

Co-Starring YVETTE MIMIEUX
Introducing CONWAY TWITTY

THEATRE

Ad No. 110—
100 Lines
(1 Col. x 100 Lines)

EXPOSING THE TRUTH
about a Private School!

M-G-M Presents
MICKEY ROONEY · TERRY MOORE · DAN DURYEA
in AN ALBERT ZUGSMITH PRODUCTION

PLATINUM HIGH SCHOOL

Co-Starring YVETTE MIMIEUX
Introducing CONWAY TWITTY

THEATRE

Ad No. 111—
50 Lines
(1 Col. x 50 Lines)

EXPOSING THE TRUTH

about a very "Exclusive" Private School where money can buy everything ... *even MURDER!*

M-G-M Presents
MICKEY ROONEY · TERRY MOORE · DAN DURYEA

in AN ALBERT ZUGSMITH PRODUCTION **PLATINUM HIGH SCHOOL**

Co-Starring YVETTE MIMIEUX · Introducing CONWAY TWITTY

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TEEN-AGER'S SINGING IDOL CONWAY TWITTY MAKES MOVIE DEBUT

Although Conway Twitty doesn't personally specialize in rock 'n' roll, he resents this form of music being lambasted by so-called "high-brows."

The teen-age platter idol recently made his motion picture debut in Metro-Goldwyn - Mayer's "Platinum High School," in which he plays a dramatic role with Mickey Rooney, Terry Moore and Dan Duryea.

Twitty, who is known as a ballad singer, has made the Hit Parade with several of his recordings, among them the widely-popular "Danny Boy." But his enthusiasm isn't limited to balladeers. He's a great Elvis Presley fan and owns a large collection of Presley records.

"Elvis has a great style," he says. "Most of the people who pretend to dislike him are just plain envious."

Twitty believes that any new and radical type of music is bound to come in for criticism by mossbacks.

"It's always been that way," he declares. "When Bing Crosby, Frank Sinatra, Rudy Vallee and the rest of the big-timers in the vocal field first got going, they had their ears slapped back for bringing something new to music. Gradually, they were accepted by the conservative clique."

Young people are apt to latch on quickly to novel musical styles, says Twitty.

"Rock 'n' roll is the music of youth. It has a young beat and maybe you've got to have young ears to really get the message."

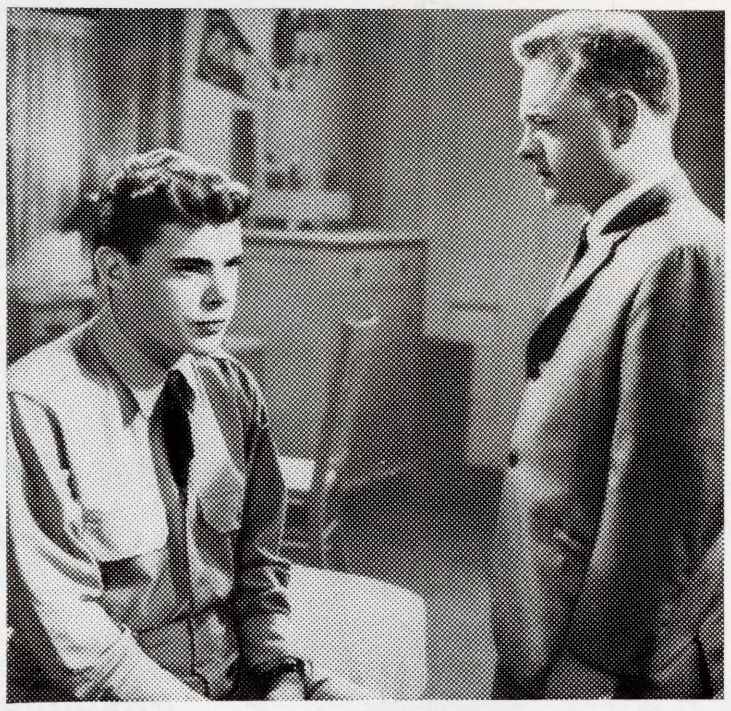
You Don't Have To Tell Her How To Stand Still!

For a sequence in MGM's suspenseful drama, "Platinum High School," starring Mickey Rooney, Terry Moore, Dan Duryea and Yvette Mimieux, Miss Mimieux was required to hide from a group of military school cadets and takes refuge behind some shrubbery, where she stands motionless.

"This will be a minute-and-a-half take," the film's director, Charles Haas, told the actress. "Do you think you can do it without moving at all?"

Yvette told him not to worry. "I used to be a fashion model and can stand still for hours."

QUESTIONED ON SCHOOL HAZING DEATH



Mickey Rooney questions young cadet Warren Berlinger in a scene from "Platinum High School," suspenseful drama of a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. The Metro-Goldwyn-Mayer release also stars Terry Moore, Dan Duryea and Yvette Mimieux, and introduces Conway Twitty in a dramatic role.

Still 1762-14 Platinum High School Mat 2-B

HOW TO WIN POPULARITY WITH THE BOYS

When teen-age girls ask Terry Moore how to be popular with boys, she invariably replies, "Don't be a chameleon."

(Note: A chameleon takes on the coloration of surrounding objects).

"Conformity is the plague of today," says Terry. "So many young people seem to be content to be like everyone else. This is a great way to lose distinction."

And it is distinction that attracts boys in Terry's opinion.

"Don't dress like other girls," she advises. "Do your hair the way that is most attractive for *you*. If you have pretty legs, don't hide them in jeans, even if every other girl in the crowd does so. And if your legs aren't shapely, don't display them, even if fashion dictates that short skirts are the rage."

Terry also has found that boys like girls with an individual conversational line.

"Not only don't be a chameleon, don't be a parrot," she says. "Don't use all the favorite slang of the other girls in your set. Have your conversation mirror your own thoughts and personality. Stand out in the crowd. Don't merge with it and, as a result, get lost in it."

One of Hollywood's most popular young stars, both on and off the set, Terry recently chalked up hits in "Peyton Place" and "A Private's Affair" and now appears with Mickey Rooney in Metro-Goldwyn-Mayer's "Platinum High School."

She believes that her success in films is largely due to the fact that she has never copied anyone. She dresses, talks and behaves like — Terry Moore.

FOUND YVETTE IN FILMS' BACKYARD

While beautiful girls come from all over the world to crash the movies, Yvette Mimieux is a home-grown product. She was born in Los Angeles, a pebble's throw from the studios.

Yvette is one of the young actresses being given a big build-up by Metro-Goldwyn-Mayer, a studio which holds high hopes for her future. She was given the feminine lead opposite Rod Taylor in "The Time Machine" and currently plays a co-starring role with Mickey Rooney, Terry Moore and Dan Duryea in "Platinum High School."

She feels that for those who have a film career in mind, it is a big help to spend one's childhood in Hollywood.

"There's a feeling of celluloid in the air," she says. "A youngster can absorb show business almost without a conscious effort."

When Yvette was attending Hollywood High, she associated with children whose parents were in films. There was much "shop talk" and she became familiar with the art of screen make-up, how sound is recorded and what a director does on the set.

"As a result, when I first entered a motion picture studio, I didn't feel at all alien," she declares. "I'd heard and talked so much about it that I felt as though I were coming home. I was familiar with technical terms, too, and when someone yelled, 'Hit that broad,' I didn't duck. I knew he was referring to a light on the set."

You Can't Always Be Bad

Mickey Rooney returns to the straight-and-narrow path in MGM's "Platinum High School," following his recent series of portrayals as a "heavy." He was a murderer in "The Last Mile," a vicious labor racketeer in "The Big Operator" and "Satan" in "The Private Lives of Adam and Eve."

Mickey Rooney and Yvette Mimieux play starring roles in "Platinum High School," suspenseful drama of a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. The Metro-Goldwyn-Mayer release also stars Terry Moore and Dan Duryea, and introduces Conway Twitty in a dramatic role.

Still 1762-73 Platinum High School Mat 2-E

NO MORE HOOFER ROLES FOR MICKEY ROONEY; THAT'S ALL IN THE PAST

There comes a time in almost every dancer's life when he throws away his dancing shoes and goes "straight," according to Mickey Rooney.

Mickey, who starred in some of the screen's top musicals, both with and without Judy Garland, swore off tuners in 1952. "All Ashore" was his last. He's had numerous bids to do song-and-dance scripts since then, but has turned them all down.

"Frankly, I think musicals should be made with young performers," he says. "They've got the bounce and verve that these pictures demand. I'd rather the fans remembered me in 'Babes in Arms' than have them say, 'Mickey's not as good as he was in 'Babes in Arms.'"

Rooney plays the father of a 15-year-old son in his new Metro-Goldwyn-Mayer picture, "Platinum High School." It's a dramatic part which he describes as "easy on the feet — no dancing."

Rooney is not the only star to forsake dancing for drama. Fred Astaire, top dancer of them all, recently played his first dramatic role in "On the Beach" and will next do another straight part in "The Pleasure of His Company." Gene Kelly will have nary a song or dance when he makes "Inherit the Wind" for Stanley Kramer.

Ginger Rogers long ago decided to give up dancing despite the fabulous success she had in musicals. Joan Crawford, who stepped to stardom doing the Charleston and Black Bottom in such films as "Our Dancing Daughters" and "The Taxi Dancer," swore off terpsichore in 1932 after she made "Dancing Lady" with Clark Gable. Joan stuck to her word, became a dramatic star and won an Academy Oscar for her performance in "Mildred Pierce." In 1953, she relented and danced again in "Torch Song." With the nostalgia out of her system, she now has returned to straight characterizations.

Clifton Webb, once famed for his dancing in Broadway musicals, is known only as a straight actor in movies. And the charming Leslie Caron has given up ballet to devote herself to non-dancing roles in such pictures as "Gigi," "The Doctor's Dilemma" and "The Subterraneans."

Mickey Rooney and Terry Moore play starring roles in "Platinum High School," suspenseful drama of a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. The Metro-Goldwyn-Mayer release also stars Dan Duryea and Yvette Mimieux, and introduces Conway Twitty in a dramatic role.

Still 1762-68 Platinum High School Mat 1-B.

Now It's Terry Who's Doin' the Chasin'

Who says Tempus doesn't Fugit?

In 1950, Mickey Rooney and Terry Moore appeared in "He's a Cockeyed Wonder." Mickey's role was that of a predatory vaudeville magacian; Terry played the picture's irreproachable heroine.

It seems each has changed since then. In Metro-Goldwyn-Mayer's "Patinum High School," in which Rooney and Miss Moore are reunited, Mickey plays a serious young father; Terry a girl whose main diet is aspirin downed with vodka chasers.

Says Mickey, with a grin, "Ten years ago, I did the chasing and Terry was the chaste."

Yvette Mimieux, one of Metro-Goldwyn-Mayer's rising young stars, plays a girl forced to defend herself against a group of brutal cadets in "Platinum High School," dramatic story dealing with the practice of "hazing" at an exclusive military academy for wealthy delinquents. Heading the cast of the Albert Zugsmith Production for MGM are Mickey Rooney, Terry Moore and Dan Duryea.

Still 1762-86 Platinum High School Mat 1-E

JIMMY BOYD LOOKS TO A ROSY FUTURE

At the age of thirteen, Jimmy Boyd skyrocketed to renown with his recording of "I Saw Mommy Kissin' Santa Claus," and he has been earning a top salary ever since.

However, he isn't taking any chances. He socks away most of what he earns for the possible eventuality of a rainy day.

"I've heard about too many young stars who just couldn't cut it when they got older," he explains. "I'd rather be cautious now than end up with a big nothin' later."

Young Boyd, who plays a juvenile delinquent (definitely *not* type-casting) in Metro-Goldwyn-Mayer's "Platinum High School," states that his folks gave him a sound talking-to when he first started earning big money.

"And I had sense enough to listen," he says. "Most of my salary goes into sound investments and I have a trust fund, too."

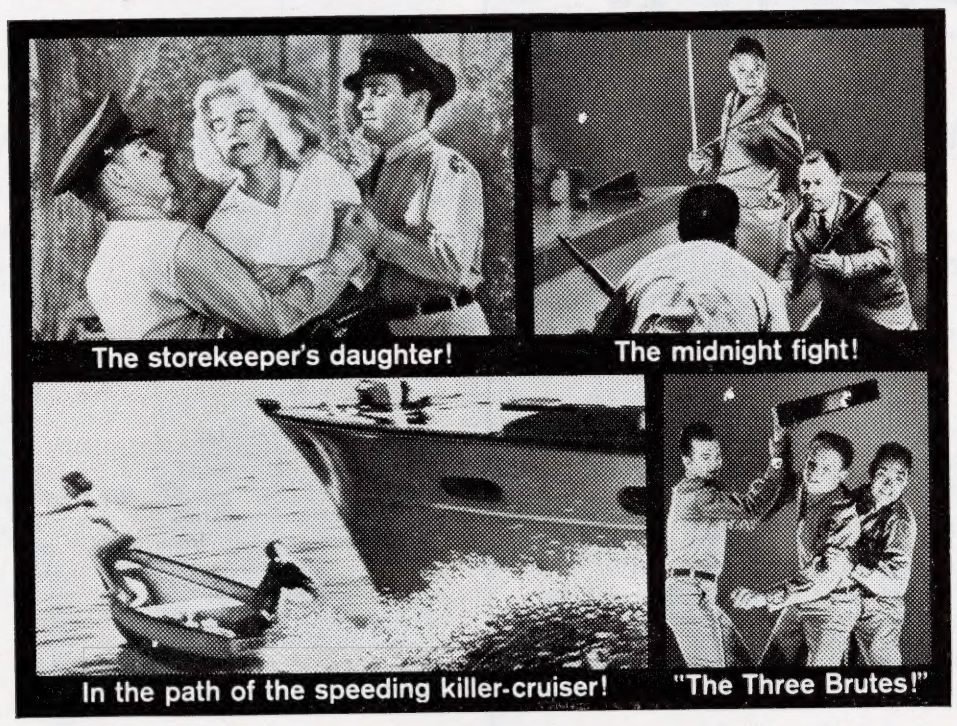
Jimmy loves show business and plans to keep in it as long as the public wants him. "But things change and the public's taste isn't always the same. Sure, there are the big leaguers like Crosby and Sinatra who are able to move with the times. But everyone isn't that lucky. All you have to do it look around on a movie set and see the men and women who once made $10,000 a week now doing extra work."

Remember "Ukulele Ike"?

Nostalgic fans of old-time film celebrities better take a good look at the boatman in MGM's "Platinum High School." He is Cliff Edwards ("Ukulele Ike"), who won fame in 1929, when he sang "Singin' in the Rain" in "The Hollywood Revue." He made his last appearance at MGM back in 1937 with Clark Gable and Jean Harlow in "Saratoga."

EXPOSING THE TRUTH

about a very "Exclusive" Private School where money can buy everything... *even MURDER!*



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ASSOCIATE FEATURE | THEATRE

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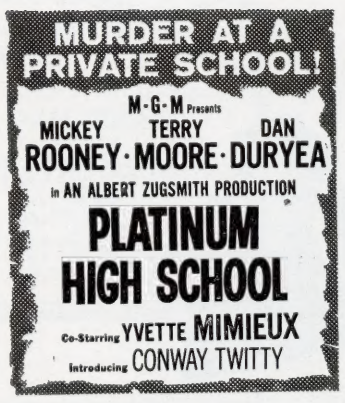

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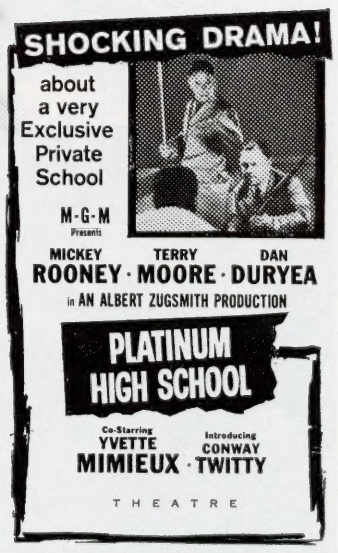

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EXPLOITATION

LOCAL LEVEL PROMOTIONS

JUKE BOXES

With two popular young recording stars—Conway Twitty and Jimmy Boyd—featured in PLATINUM HIGH SCHOOL, be certain that local juke boxes are covered with stickers pointing out that the singers can currently be seen at your theatre.

PANEL DISCUSSIONS

Try to interest your local television or radio panel moderator to set up a discussion on private versus public school education, the advantages and disadvantages of each from the student's viewpoint. This theme would result in a lively round table discussion and create a great deal of word-of-mouth for your engagement. Be sure that PLATINUM HIGH SCHOOL is credited with having inspired the discussion and that your local playdate copy is mentioned.

TEEN-AGE TIE-UPS

PLATINUM HIGH SCHOOL is tailored to the teen-age audience which can mean big box-office dollars for you. Angle your exploitation to attract these youngsters by offering guest tickets or theatre endorsement to favorite teen-age spots such as candy stores, drug stores, ice cream parlors, etc. in return for the stores' distribution of PLATINUM HIGH SCHOOL heralds carrying your playdate copy.

STREET BALLYHOO

Since PLATINUM HIGH SCHOOL is about a military school, it offers an unusual opportunity for street ballyhoo. Hire a young man locally who is adept at the rifle manual-of-arms and have him parade through the busy sections of town bannered with your PLATINUM HIGH SCHOOL playdate copy. At every corner have him go through a fancy manual-of-arms routine. He's certain to attract large crowds.

OBTAIN DRILL TEAM FOR OPENING NIGHT

In several key scenes from PLATINUM HIGH SCHOOL a crack drill team is seen performing. Arrange with a local drill team or military band, either through a military school, high school, college or armed services reserve unit, to perform outside your theatre on opening night. The unit would, of course, be guests at the first performance.

TIE-UP STILLS

Hair styles, dresses
STILL NO. 4407

Men's apparel
STILL NO. 3542E

Women's hats
STILL NO. 4634E

Swim suits, boats
STILL NO. 1762X4

SECRETARY BEAUTY CONTEST

Beauty contests are always popular and since the secretary played by Terry Moore in PLATINUM HIGH SCHOOL is a key role, sponsor a "secretary beauty contest." Announce it through your local newspaper, with the winner, selected by a trio of judges in your theatre, to serve as a press agent for the film. She could visit the local press, radio and television stations and distribute publicity material on PLATINUM HIGH SCHOOL. Award a Savings Bond to the winner; guest tickets to runners-up.

TEEN-AGE IDOL TWITTY MEANS BOX-OFFICE DOLLARS!

Conway Twitty's tremendous popularity as a teen-age singing idol means sure-fire box-office dollars for you. Make a blowup of a fan postcard for your lobby which teen-agers may sign and which you then send to Twitty. Postcard copy to read:

Dear Conway Twitty:

As a Conway Twitty fan, congratulations on your first movie, PLATINUM HIGH SCHOOL. You were wonderful and we hope to see you in many more.

Your fans,

Copy attending postcard blowup to read:

Conway Twitty fans: Here is your chance to send your personal congratulations to your favorite singer! Simply sign your name to this card which will be mailed to Conway Twitty.

FAVORITE MICKEY ROONEY FILM CONTEST FOR NEWSPAPER OR LOBBY LAYOUT

With nearly 100 films to his credit, Mickey Rooney has long been one of Hollywood's most popular stars. Sponsor a newspaper or lobby contest utilizing the stills here illustrated of scenes from famous Mickey Rooney films in which entrants must identify each of the films and the principals in each still. Use a fifty-words-or-less letter writing contest on "Why . . . (name of film) is my favorite Mickey Rooney film" as a tie-breaker. Award a Savings Bond to the winner and guest tickets to runners-up.

S1269-28 . . . Mickey Rooney and Fay Bainter in "The Human Comedy"

1050-49 . . . Mickey Rooney and Lana Turner in "Love Finds Andy Hardy"

1073-2 . . . Mickey Rooney in "Huckleberry Finn"

1088-13 . . . Charles Winninger and Mickey Rooney in "Babes in Arms"

1762-62 . . . Mickey Rooney and Dan Duryea in "Platinum High School"

S1174-29 . . . Kathryn Grayson and Mickey Rooney in "Andy Hardy's Private Secretary"

Order stills by No. from National Screen.

STILL NO. S1269-28

STILL NO. 1073-2

STILL NO. 1762-62

STILL NO. 1050-49

STILL NO. 1088-13

STILL NO. S1174-29

Starts THURSDAY at

THEATRE

Terror School!

—for rich delinquents, after they had been thrown out of every other school.

Explosive story of the private academy where money could buy a kid anything—even murder!

Metro-Goldwyn-Mayer presents

MICKEY ROONEY · TERRY MOORE · DAN DURYEA

in An Albert Zugsmith Production

"PLATINUM HIGH SCHOOL"

co-starring YVETTE MIMIEUX · *introducing* CONWAY TWITTY
M-G-M Records' Singing Star

Screen Play by ROBERT SMITH
Based On a Story by HOWARD BRESLIN
Directed by CHARLES HAAS · Produced by RED DOFF

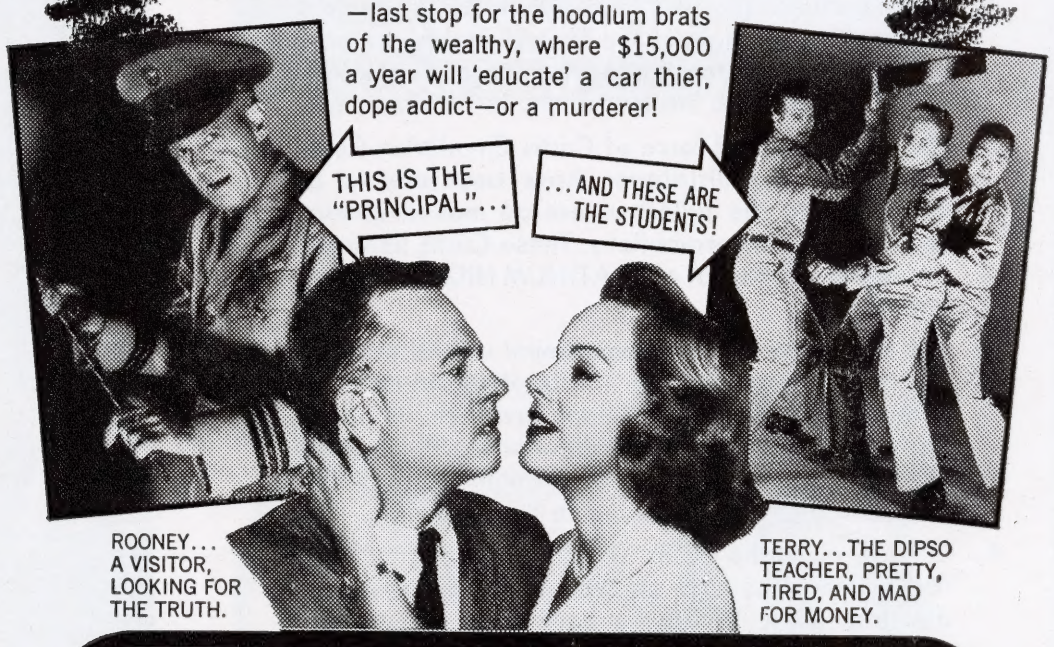
Ad No. L-205—2 Cols. x 7½" (210 Lines)

Starts THURS.

THEATRE

Terror School!

—last stop for the hoodlum brats of the wealthy, where $15,000 a year will 'educate' a car thief, dope addict—or a murderer!



ROONEY... A VISITOR, LOOKING FOR THE TRUTH.

TERRY...THE DIPSO TEACHER, PRETTY, TIRED, AND MAD FOR MONEY.

Metro-Goldwyn-Mayer presents

Mickey ROONEY · Terry MOORE · Dan DURYEA

in An Albert Zugsmith Production

"PLATINUM HIGH SCHOOL"

co-starring Yvette MIMIEUX · Introducing Conway TWITTY

Hear CONWAY TWITTY'S New M-G-M Album "LONELY BLUE BOY"

Screen Play by ROBERT SMITH
Based On a Story by HOWARD BRESLIN
Directed by CHARLES HAAS · Produced by RED DOFF

Ad No. L-302—3 Cols. x 8" (336 Lines)

THEATRE

LAST 2 DAYS

Starts THURS

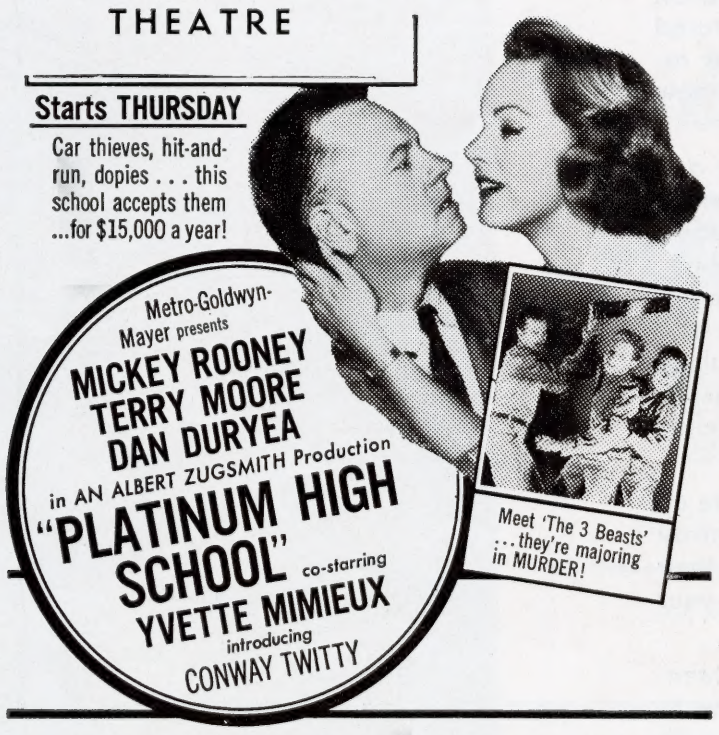
Metro-Goldwyn-Mayer presents
MICKEY ROONEY
TERRY MOORE
DAN DURYEA
in AN ALBERT ZUGSMITH Production
"PLATINUM HIGH SCHOOL" co-starring
YVETTE MIMIEUX
introducing CONWAY TWITTY

Ad No. L-103
1 Col. x 5" (70 Lines)

THEATRE

Starts THURSDAY

Car thieves, hit-and-run, dopies . . . this school accepts them ...for $15,000 a year!



Metro-Goldwyn-Mayer presents
MICKEY ROONEY
TERRY MOORE
DAN DURYEA
in AN ALBERT ZUGSMITH Production
"PLATINUM HIGH SCHOOL" co-starring
YVETTE MIMIEUX
introducing
CONWAY TWITTY

Ad No. L-202—2 Cols. x 3¾" (106 Lines)

THEATRE

LAST 3 DAYS

Metro-Goldwyn-Mayer presents
MICKEY ROONEY
TERRY MOORE
DAN DURYEA
in AN ALBERT ZUGSMITH Production
"PLATINUM HIGH SCHOOL" co-starring
YVETTE MIMIEUX
introducing CONWAY TWITTY

NEXT ATTRACTION

Ad No. L-104
1 Col. x 5" (70 Lines)

BOOK PROMOTION

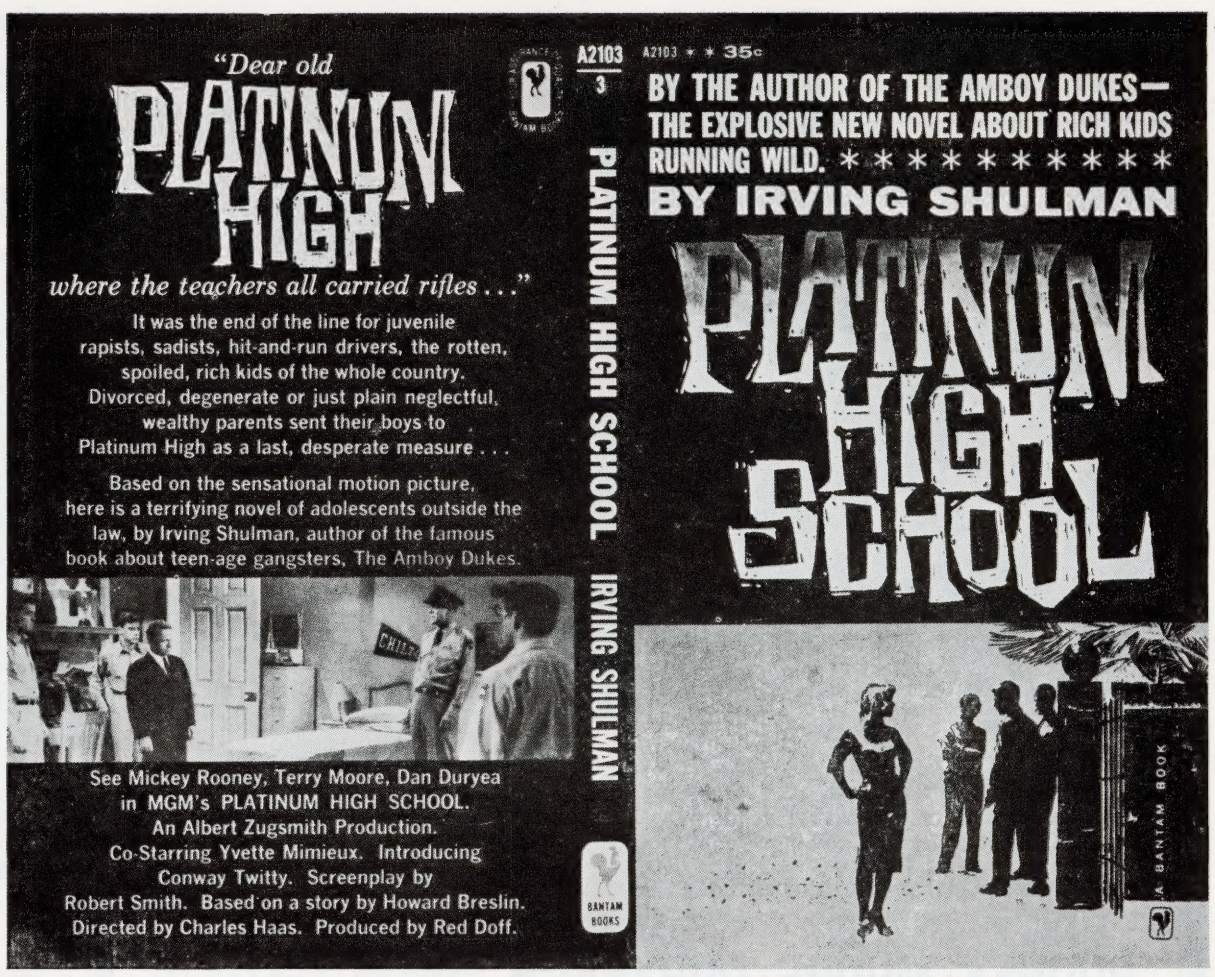
Bantam Books has published a paperbound edition of PLATINUM HIGH SCHOOL with picture credit on the front cover and the entire back cover devoted to scene stills from the film with screen credits (see illustration).

1. One-hundred-thousand paperback book dealers and outlets throughout the United States are currently displaying the Bantam edition of PLATINUM HIGH SCHOOL on stands, racks, in windows, etc.
2. The 400-man field force of Curtis Circulation Company, Bantam's distributor, have been alerted to cooperate to the fullest extent on motion picture tie-ins and other promotions. These Curtis fieldmen are being advised of all PLATINUM HIGH SCHOOL bookings.
3. The Bantam promotion department will be sending out publicity releases on the book-movie tie-in to entertainment editors and book reviewers on newspapers, magazines and radio stations throughout the country. Thousands of promotion copies of the book will also be distributed to these sources.
4. In many cities the Curtis Circulation Company buys radio time. Whenever possible, these spots will be devoted to the "read the book—see the movie" theme.

For a BIG movie-book promotion contact your local Curtis organization, listed under "The Curtis Circulation Company" in your local telephone directory.

For further information or assistance on the MGM-Bantam tie-up contact:

J. J. Shapiro
Bantam Books, Inc.
25 West 45th St., New York 36, N. Y.



'PLATINUM HIGH SCHOOL' MUSIC PROMOTIONS

Conway Twitty

STILL NO. 1762X20

Jimmy Boyd

STILL NO. 1762X17

For a non-musical picture, PLATINUM HIGH SCHOOL offers some of the strongest music promotion opportunities in years.

MGM Records' star Conway Twitty, with three million-seller records already to his credit, makes his motion picture debut in the film. Jimmy Boyd, another featured player in PLATINUM HIGH SCHOOL, has been a recording sensation ever since his record of "I Saw Mommy Kissing Santa Claus" was released.

Utilize the stills here illustrated of Conway Twitty and Jimmy Boyd for window displays in your local music and record stores. Tie-in with your local music stores for window displays of Conway Twitty's latest album, "Lonely Blue Boy," (illustrated at right) the title song of which has already sold more than a million copies as a single. Be certain that your local playdate copy, along with the announcement that Twitty can be seen for the first time on film in PLATINUM HIGH SCHOOL, receives prominent credit in any tie-ups.

Contact your local disc jockey and have him devote an entire show or a portion of it to favorite Conway Twitty songs and/or to Jimmy Boyd, with credit to their appearances in PLATINUM HIGH SCHOOL and to your playdate copy.

Tie-in with the TV station in your town on their teen-age dance party and have them devote a program to Conway Twitty records (a favorite of teen-agers), with credit to PLATINUM HIGH SCHOOL and your playdate.

Order stills by number from National Screen.

RADIO COPY

60-SECOND LIVE ANNOUNCEMENT No. 1

ANNOUNCER: MGM presents — PLATINUM HIGH SCHOOL—exposing the truth about a very exclusive private school for the delinquent sons of the rich!—A school of trickery and terror—Where money can buy everything—even murder! See the secret of PLATINUM HIGH SCHOOL—terrifyingly revealed in this new film thriller. Starring Mickey Rooney—as a man who tries to solve the brutal murder of his son . . . glamorous Terry Moore — as the secretary of the PLATINUM HIGH SCHOOL . . . Dan Duryea—as the tough ex-Marine turned headmaster of the PLATINUM HIGH SCHOOL . . . And famous recording stars Conway Twitty and Jimmy Boyd, with Harold Lloyd, Jr.—as "The Three Beasts" in PLATINUM HIGH SCHOOL . . . An Albert Zugsmith Production. Starting . . . . at . . . . theater.

60-SECOND LIVE ANNOUNCEMENT No. 2

ANNOUNCER: (Quietly) There's mystery—action—terror—waiting in the PLATINUM HIGH SCHOOL—where *anything* goes—if the student can afford it! . . . PLATINUM HIGH SCHOOL—MGM's courageous and shocking film about so-called "schools" where *rich* juvenile delinquents go instead of jail! Starring Mickey Rooney as the father seeking the cause of his son's sudden, mysterious death . . . Terry Moore—as the luscious sex menace Mickey finds hard to resist . . . Dan Duryea—as the ex-Marine major in charge of the PLATINUM HIGH SCHOOL . . . And introducing you to the "Three Beasts"—Portrayed by famous young recording stars Conway Twitty and Jimmy Boyd, with Harold Lloyd, Jr. . . . Don't miss Mickey Rooney in the drama that exposes the truth about an "exclusive" private school, where money can buy everything—even murder! PLATINUM HIGH SCHOOL . . . An Albert Zugsmith Production. Starting . . . . at . . . . theater.

35-WORD LIVE ANNOUNCEMENT No. 1

ANNOUNCER: There's mystery—action—terror—and murder — in PLATINUM HIGH SCHOOL — an "exclusive" school for delinquent sons of the rich! See this shock-filled picture from MGM — PLATINUM HIGH SCHOOL—Starring Mickey Rooney. Starting . . . . at . . . . theater.

35-WORD LIVE ANNOUNCEMENT No. 2

ANNOUNCER: MGM presents — PLATINUM HIGH SCHOOL!—The drama that rips the roof off so-called "private" schools for delinquent sons of the rich! See Mickey Rooney—an adult trapped in a world of teen-age violence—See PLATINUM HIGH SCHOOL—Starting . . . . at . . . . theater.

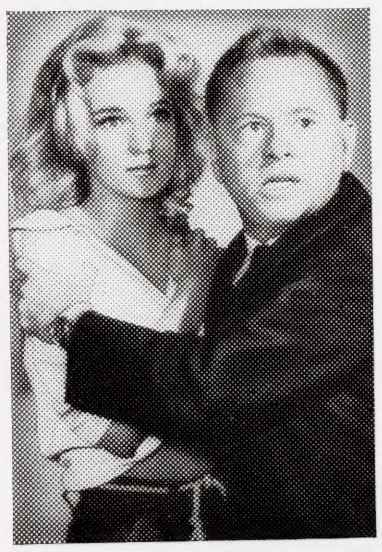
COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat

THE TRUTH ABOUT A VERY EXCLUSIVE PRIVATE SCHOOL
M-G-M Presents AN ALBERT ZUGSMITH PRODUCTION
PLATINUM HIGH SCHOOL

SHOCKING DRAMA!
M-G-M Presents
MICKEY TERRY DAN
ROONEY · MOORE · DURYEA
in AN ALBERT ZUGSMITH PRODUCTION
PLATINUM HIGH SCHOOL
Co-Starring YVETTE MIMIEUX · Introducing CONWAY TWITTY

Ad No. 114—14 Lines
(1 Col. x 14 Lines)



Mickey Rooney protects Yvette Mimieux from a group of sadistic cadets in "Platinum High School," suspenseful drama of a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. The Metro-Goldwyn-Mayer release also stars Terry Moore and Dan Duryea, and introduces Conway Twitty in a dramatic role.

Mat 1-C

THEATRE

TERROR IN A BOYS' SCHOOL!
Metro-Goldwyn-Mayer presents
MICKEY TERRY DAN
ROONEY · MOORE · DURYEA
in AN ALBERT ZUGSMITH Production
'PLATINUM HIGH SCHOOL'
co-starring YVETTE MIMIEUX · introducing CONWAY TWITTY

Ad No. L-101
1 Col. x 2" (28 Lines)

THEATRE

TERROR IN A BOYS' SCHOOL!
Metro-Goldwyn-Mayer presents
MICKEY TERRY DAN
ROONEY · MOORE · DURYEA
in AN ALBERT ZUGSMITH Production
"PLATINUM HIGH SCHOOL"
co-starring YVETTE MIMIEUX · introducing CONWAY TWITTY

Ad No. L-102
1 Col. x 3" (42 Lines)

THE TRUTH ABOUT A VERY "EXCLUSIVE" PRIVATE SCHOOL
M-G-M Presents MICKEY ROONEY · TERRY MOORE · DAN DURYEA
in AN ALBERT ZUGSMITH PRODUCTION PLATINUM HIGH SCHOOL
Co-Starring YVETTE MIMIEUX · Introducing CONWAY TWITTY

THEATRE

Now

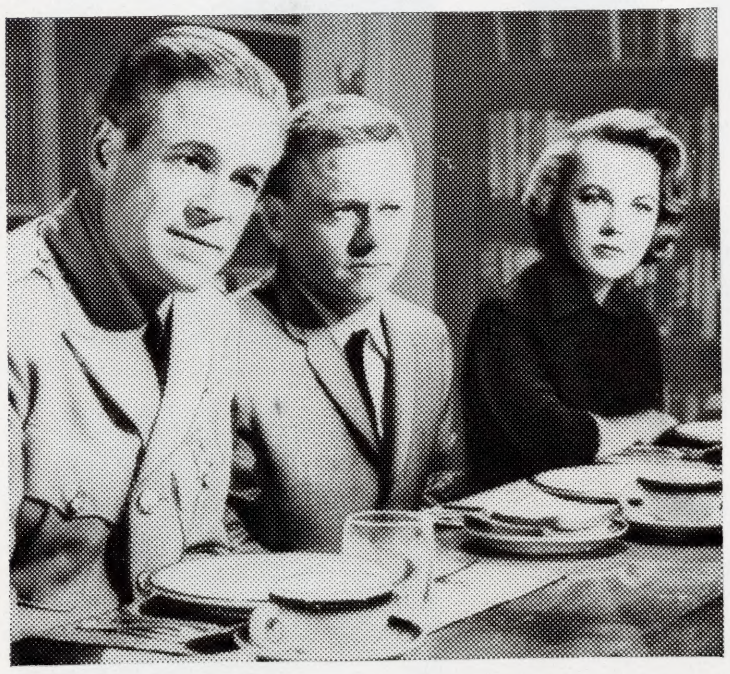
TERROR!... behind the ivy walls of a rich boys' academy!
Metro-Goldwyn-Mayer presents
MICKEY TERRY DAN
ROONEY · MOORE · DURYEA
in AN ALBERT ZUGSMITH Production
"PLATINUM HIGH SCHOOL"
co-starring YVETTE MIMIEUX · introducing CONWAY TWITTY

Ad No. L-201—2 Cols. x 2½" (70 Lines)

MURDER AT A PRIVATE SCHOOL!

M-G-M Presents
MICKEY ROONEY · TERRY MOORE · DAN DURYEA
in AN ALBERT ZUGSMITH PRODUCTION
PLATINUM HIGH SCHOOL
Co-Starring YVETTE MIMIEUX · Introducing CONWAY TWITTY

Ad No. 211—28 Lines (2 Cols. x 14 Lines)

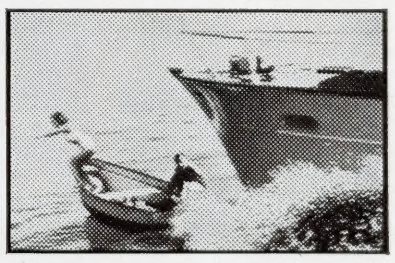


Dan Duryea, Mickey Rooney and Terry Moore in a scene from "Platinum High School," suspenseful drama of a young father who investigates the mysterious death of his son at an exclusive military academy for wealthy delinquents. The Metro-Goldwyn-Mayer release co-stars Yvette Mimieux and introduces Conway Twitty in a dramatic role.

Mat 2-A

THEY GET AWAY WITH MURDER—
in an "exclusive" Private School!

...It's a school for solid platinum rats who would be in jail, if they weren't "students"!



METRO-GOLDWYN-MAYER Presents
MICKEY TERRY DAN
ROONEY · MOORE · DURYEA
in AN ALBERT ZUGSMITH PRODUCTION
PLATINUM HIGH SCHOOL
Co-Starring YVETTE MIMIEUX · Introducing CONWAY TWITTY
Screen Play by ROBERT SMITH · Based On a Story by HOWARD BRESLIN · Directed by CHARLES HAAS · Produced by RED DOFF

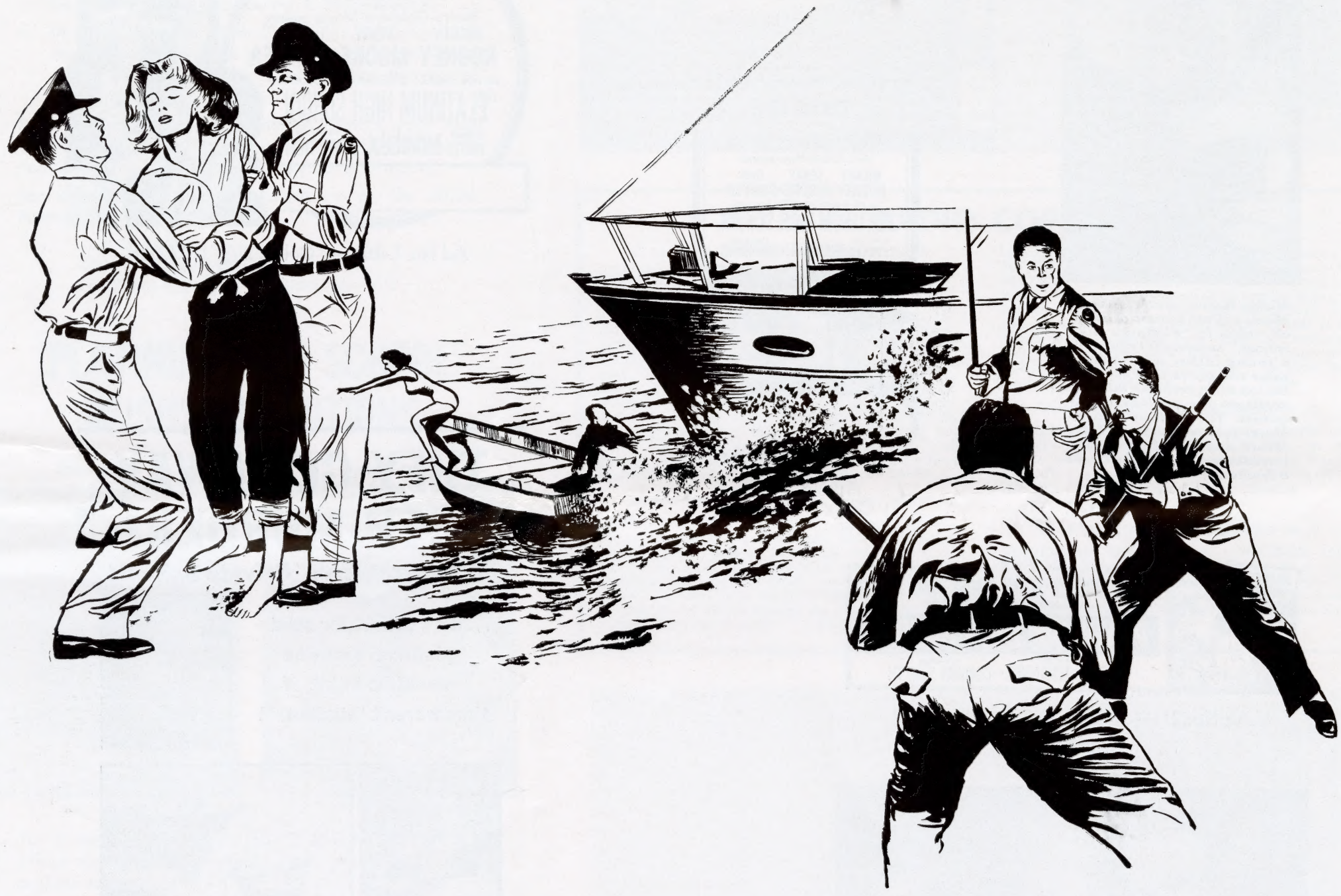
ASSOCIATE FEATURE | THEATRE

Ad No. 206—200 Lines (2 Cols. x 100 Lines)

COMPOSITE AD AND PUBLICITY MAT

SPECIAL MAT NO. 1

Individual Mats Pictured Above May be Ordered Singly (By Numbers Indicated) At Regular Prices from NATIONAL SCREEN SERVICE



The line drawings illustrated here are not available as mats. They may be used as art in constructing line plate ads for use where half-tone results are not of the best.

TWO-COLOR HERALD (10½ x 16¼ inches)

$5.25 per thousand

(FRONT COVER)

IMPRINTED HERALDS

Complete with theatre sig. playdates and co-feature etc. on back page as per sample:

1000	$ 9.25	3000	$22.25
2000	$15.75	4000	$28.75

Each additional M $6.50

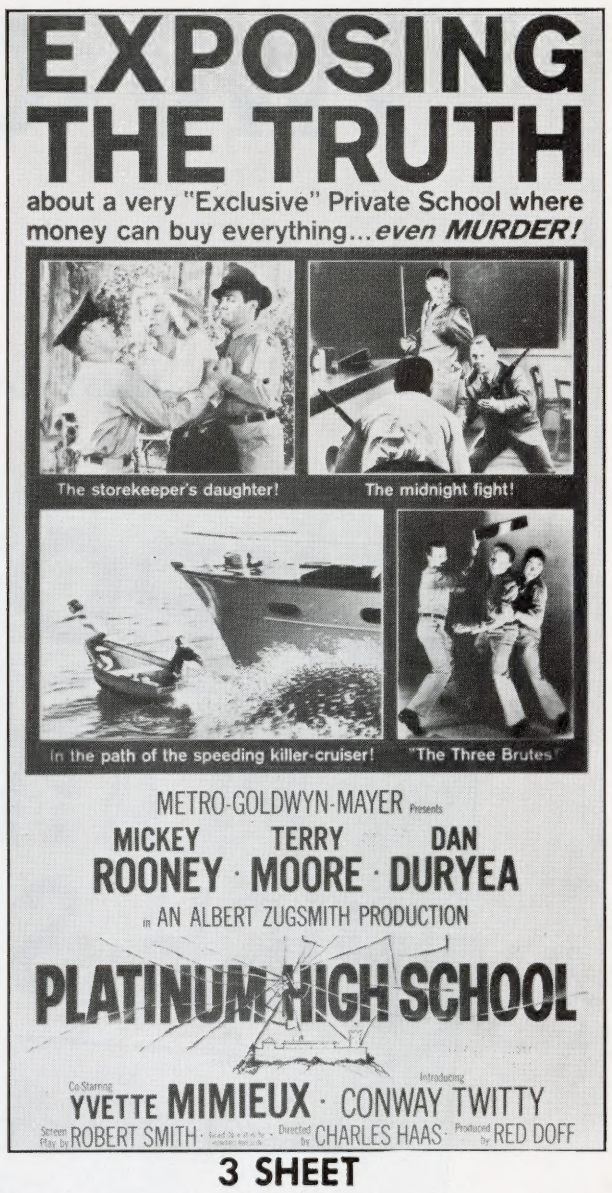
Your check or money order must accompany order. Please advise how to ship—if shipped parcel post, charges will be billed separately.

All prices F.O.B.—Order Direct from

CATO SHOW PRINTING CO., INC.
Cato, N. Y.
PHONE: TRemont 8-0861
OR
PRINTING INDUSTRY CORP. OF AMERICA
555 West Adams Street, Chicago 6, Ill.
PHONE: ANdover 3-4777

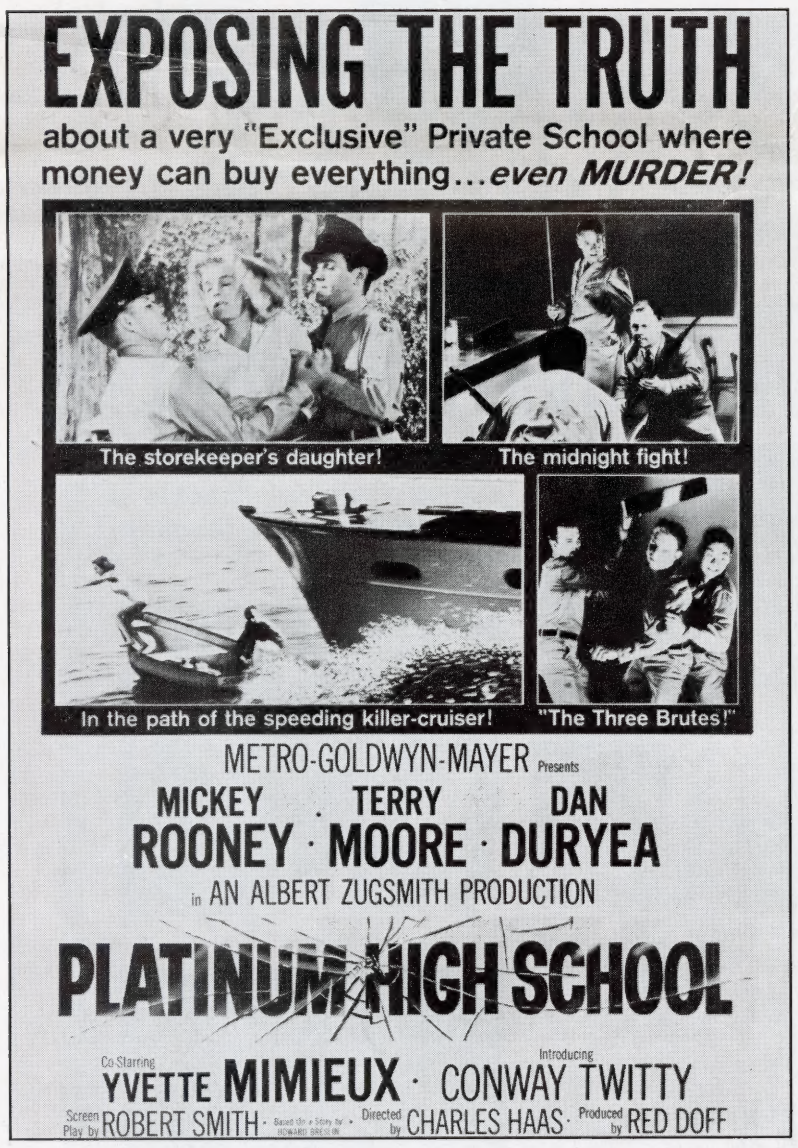
(INSIDE SPREAD)

6 SHEET

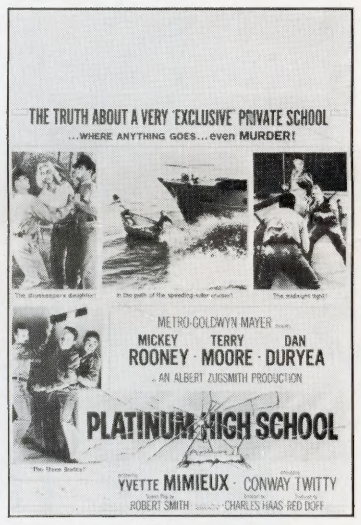


3 SHEET

POSTERS and LOBBY CARDS

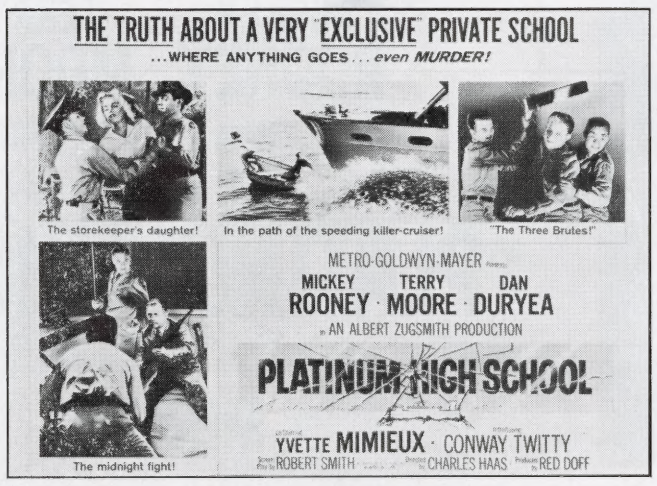


ONE SHEET



14 x 22 WINDOW CARD

11 x 14 LOBBY DISPLAY CARDS



22 x 28 CARD

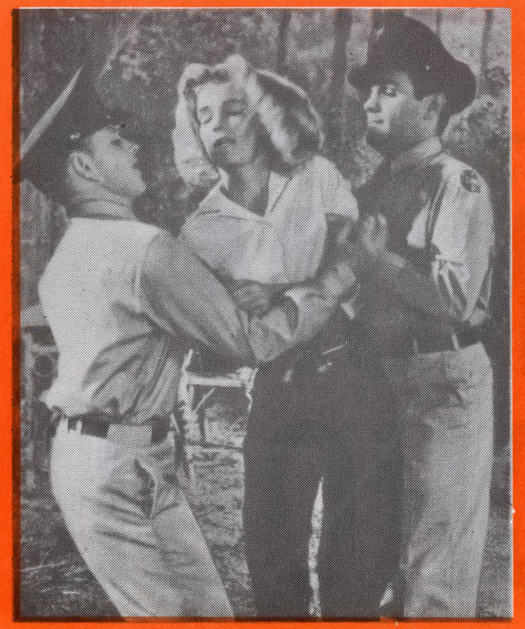
INSERT CARD

SHOWMANSHIP PHOTOGRAPHIC PACKAGES

There are two packages, A and B. Package A contains 25 horizontal production stills from the picture. Package B is a practical selection of material for advertising, exploitation, window tie-ups, lobbies, etc. All the stills are 8" x 10". Order in complete sets, or as many individual stills as required direct from your local National Screen Service Exchange.

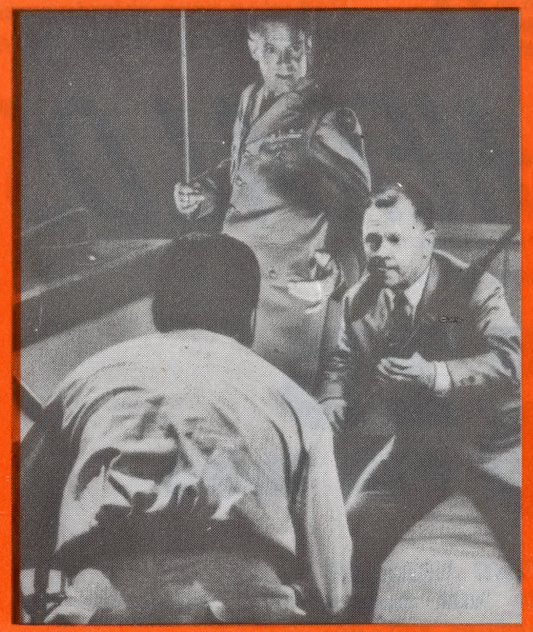
Printed in U.S.A.

THE TRUTH ABOUT A VERY "EXCLUSIVE" PRIVATE SCHOOL!



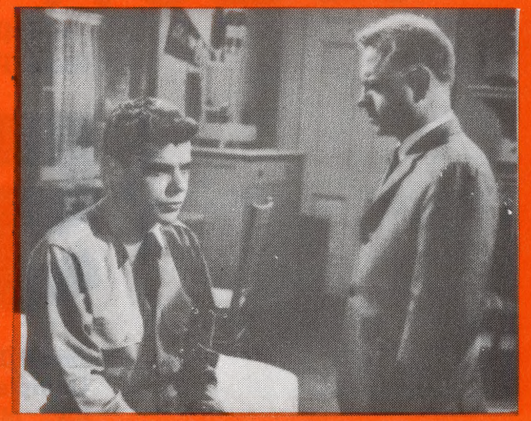
The store-keepers daughter!

In the path of the speeding killer-cruiser!



The midnight fight!

"It's just like any other high school... except it costs a fortune... and the teachers carry guns!"



"I saw them do it!"

"The Three Brutes!"

METRO-GOLDWYN-MAYER Presents

MICKEY ROONEY · TERRY MOORE · DAN DURYEA

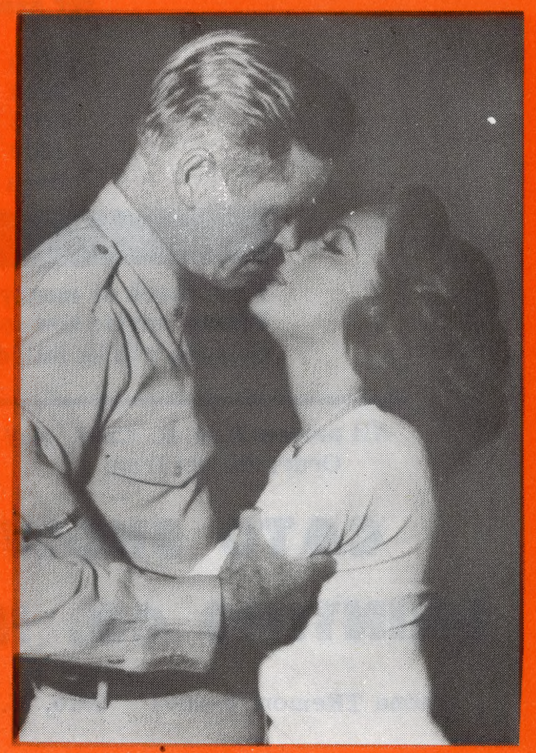
in AN ALBERT ZUGSMITH PRODUCTION

PLATINUM HIGH SCHOOL

Co-Starring **YVETTE MIMIEUX** · Introducing **CONWAY TWITTY**

Screen Play by ROBERT SMITH · Based On a Story by HOWARD BRESLIN · Directed by CHARLES HAAS · Produced by RED DOFF

Litho U.S.A.



The Commandant's secretary!

NOW YOU CAN ORDER FROM 2 SOURCES

SAVE MONEY! Reducing your shipping costs by ordering from printer nearest you

COLOR HERALDS

UNIMPRINTED
(Back Page Blank)

$5.25 PER 1000

IMPRINTED HERALDS
Complete with theatre sig, playdates and co-feature on back page as per sample:

1000	-	$ 9.25
2000	-	$15.75
3000	-	$22.25
4000	-	$28.75
Each add'l M		6.50

Folding to 8 1/4 x 10 1/2 Extra at $. 60 per 1000

Your check or money order must accompany order.
Please advise how to ship — If shipped parcel post, charges will be billed separately.

All prices F. O. B. Cato, N. Y.
Order direct from

CATO SHOW PRINTING CO, INC.

Phone TRemont 8-0861 Cato, N. Y.

All prices F. O. B. Chicago, Ill.
Order direct from

PRINTING INDUSTRY CORP. of AMERICA

555 West Adams St., Chicago 6, Ill.
Phone Andover 3-4777

EXPOSED!

"PLATINUM HIGH SCHOOL"

This daring movie tells all! See the inside story of the very "Exclusive" Private School where money can buy everything . . . even MURDER!

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org